

Abstract

Diploma thesis “A Reflection on the Question of Single European Currency Adoption in the Czech Press” deals with an analysis of media picture of the transition of the Czech Republic to the common currency euro in Czech media. With the help of the quantitative method of content analysis and the qualitative method of grounded theory, articles from the dailies Hospodářské noviny and Právo are being analysed. The sample includes articles from the beginning of May 2004, the accession of the Czech Republic to the European Union, until the end of April 2011.

Quantitative content analysis enables comparison of both of the periodicals by means of organization and general summary of quantifiable data from the articles. The method of grounded theory regards the examined collection as a whole and provides detailed analysis of the sample in order to identify hidden structures of the text.

The focus of this work is articulation of the media image of the European common currency adoption in the Czech Republic, based on the partial outcomes of the research project.

This text as an extension of the bachelor thesis “The Image of Euro Adoption in Czech Press” uses its outputs in addition to the revision of the research with a broadened sample, mapping seven years of development of the topic. Consequently, scope for depiction of the progress in changes in the way of informing of both of the dailies and for concluding about the aspects of the research methods used in the project arises.